



Consortium for  
Entrepreneurship  
Education

# EntrepreNews & Views

*Building Tomorrow's Economy*

## New for Entrepreneurship Teachers/Instructors Become a Consortium Member

Thanks to our special  
Entrepreneurship  
Week USA  
Partners  
February 24 - March 3

\* USA TODAY

\* YourHomework.com

\* IBI Global

\* NFIB Young  
Entrepreneur  
Foundation

And All of our friends  
in the U S House of  
Representatives!

Because of the success of our experiment with direct services to teachers, the Consortium has decided to expand the membership options to include teachers/instructors. Traditionally we have been a collaborative of organizations and agencies that advocate entrepreneurship education as a lifelong learning process and work together to see it expand into all levels of education.

Based on the outstanding interest in EntrepreneurshipWeek USA, we have decided to expand our current Ambassador teacher activities to become an actual Consortium member opportunity. We will add the title Ambassador to our current membership options: Corporate member (\$3,000), Partner (\$500), Sponsor (\$1000 +), and now Ambassador (\$100).

Join now and receive the benefits of membership:

- Monthly email newsletter from the Consortium, identifying opportunities and success stories from other programs.
- Opportunities to share your program ideas with others through the email, newsletter, and website
- Two copies of the new Consortium magazine, "Future CEO Stars" to be published monthly starting this fall. (\$30 value)

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## National Entrepreneurship Week a Major Success!

The first national celebration of American entrepreneurs and the entrepreneurship education programs in our schools that are preparing youth with an entrepreneurial mindset was held nationwide February 26 - March 3, 2007. Thanks to the Kauffman Foundation that sponsored the national website for EntrepreneurshipWeek USA, as well as sponsoring the Consortium for Entrepreneurship Education to promote the celebration of all of the educators providing leadership for entrepreneurship education as a lifelong learning process.



NH Celebration

**We are very proud of all the diverse activities produced by our members and their networks.**

See details <[www.entre-ed.org/E-week.htm](http://www.entre-ed.org/E-week.htm)>

- **State Leadership Teams** . . . 34 states took on the role of bringing together diverse networks in their states and are continuing to work together.
- **Great Media Coverage** . . . efforts of our members to get their stories into the press paid off with awareness of the great variety of programs already in the schools.
- **Proclamations from 27 Governors** . . . most of which were obtained through the efforts of the State Leadership Teams with support for entrepreneurship education
- **New Partnerships** . . . entrepreneurs and teachers, economic development and educators, secondary education and higher education, legislators and educators, and young people that are finding opportunities everywhere.
- **U S Congress Resolution** . . . advocating entrepreneurship education and the first annual National Entrepreneurship Week. (HR 699 - June 2006)

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Consortium for  
Entrepreneurship  
Education

is committed to  
entrepreneurial  
excellence.

Membership is open to all  
who see entrepreneurship  
education as a priority.

Benefits to  
members include...

- networking with leaders nationwide
- conducting professional development forums and workshops
- developing and sharing new materials
- identifying young entrepreneurs as role models, and
- providing centralized information access to educators

\*\*\*\*\*

For more information about  
the Consortium please  
contact . . .

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## North Carolina Makes Huge Gains via their State Leadership Team

"The leadership coming together here today shows that we are united in a commitment to making North Carolina the entrepreneurial state," said Billy Ray Hall, President of the N.C. Rural Economic Development Center. "Entrepreneurs and small business people have always been a critical part of this state's economy, but they haven't always gotten the attention or the support they deserve. That changes today."

The 2007 Entrepreneurship Summit, organized by the Rural Center, The N.C. Business Resource Alliance and the N.C. Entrepreneurial Association, drew about 600 people – including entrepreneurs, students, policymakers and business service providers.

During the event, a dozen individual initiatives in support of entrepreneurship were unveiled on February 27<sup>th</sup>. Among them:

- N.C. Senate leader, Marc Basnight, and House Speaker, Joe Hackney, have appointed standing committees on Commerce, Small Business and Entrepreneurship in their respective chambers.
- The state's leading elementary, secondary, and postsecondary educational institutions committed to working together in the newly organized N.C. Consortium for Entrepreneurship Education.
- The Rural Venture Fund was announced, which represents a new source of venture capital for businesses in economically distressed counties in the state.
- Lieutenant Governor, Beverly Perdue, announced the first winners of the Hop on the BUS! student business plan competition for high school students.
- Rep. David Price, one of the champions who worked to get EntrepreneurshipWeek USA passed in the House of Representatives, was recognized for his work by the Consortium for Entrepreneurship Education.

The event featured Jim Blasingame, The Small Business Advocate, along with many entrepreneurs who have shared their stories and inspiration in celebration of EntrepreneurshipWeek USA.

**NC's Hop on the BUS!** (right)  
business plan competition winners;  
(front row) Shaina Ellison, Monica  
Markley, Becki Demer, (back row)  
Sterling Scott, Peter Ross Moyle, and  
Eric Scott Lippert.

\*\*\*\*\*

## New Member..... Benefits (From Page 1)

- Opportunities to use the Magazine as a Class Fund-raising Project
- Two copies of the Consortium newsletter, "EntrepreNews & Views", to share with others
- A special Consortium logo that Ambassadors may use on their publications and website.
- 20% discount on registration for the Entrepreneurship FORUM for the Ambassador and a colleague (\$69 discount per person at the current rate)

Membership is an annual fee of \$100 and is available now. The membership form is on our website at <[www.entre-ed.org/\\_contact/ambassadors.htm](http://www.entre-ed.org/_contact/ambassadors.htm)>. For additional information contact the Consortium at 614-486-6538 or send us an email at <[cashmore@entre-ed.org](mailto:cashmore@entre-ed.org)>



**WE LOOK FORWARD TO A SPECIAL TEACHERS' MEETING AT THE FORUM**

## National Entrepreneurship Week a Major Success! (Continued from page 1)

**Nebraska** was able to “hit the ground running” for Entrepreneurship Week because a state leadership team was already in place in the form of the Nebraska Entrepreneurship Task Force (NET-Force). NET-Force is a career pathway task force formed in 2005 that is focused on identifying and leveraging educational resources to “Educate, Engage, and Empower current and potential Entrepreneurs.” Task force members represent K-12 education, 2 and 4 year postsecondary institutions, state agencies, non-profit groups and other entrepreneurship advocates.

When EntrepreneurshipWeek USA was officially declared by the House of Representatives, NET-Force members were immediately informed via listserv, e-mail communications, and the Nebraska E-News Monthly. At the NET-Force Steering Committee meeting in October 2006, the sample activities provided by the Consortium were shared with the group, the Consortium and EntrepreneurshipWeek USA websites addresses were shared, and members were encouraged to plan activities and submit them to Gregg Christensen, Nebraska’s Consortium representative for advance publicity and news following completed events.

NET-Force members, as well as many others throughout the state, planned a wide array of events and activities. A special issue of Nebraska E-News Monthly was developed and published in mid-March 2007 and placed on the Nebraska website at <<http://www.nde.state.ne.us/entreped/enews.html>>. Planning for next year’s Entrepreneurship Week will begin with a report-out at the next NET-Force meeting on May 4, 2007 and discussion of next steps as part of the ongoing program of work.

**Gregg Christensen, Nebraska Department of Education**  
[gregg.christensen@nde.ne.gov](mailto:gregg.christensen@nde.ne.gov)

**Utah** was speckled with entrepreneurship activities during the first annual EntrepreneurshipWeek USA. Highlights of the week in Utah included a proclamation signed by Governor Jon M. Huntsman, a Salt Lake Chamber of Commerce breakfast dedicated to entrepreneurship, and an Entrepreneurship Boot Camp sponsored by the Salt Lake Community College DEX student organization. Additionally, Young Entrepreneurs of America sponsored a high school brown bag lunch and launched its high school Business Plan and Entrepreneur of the Year competitions. BizWorld conducted a number of project-based learning teacher trainings.

Utah’s planning committee included entrepreneurs and representatives from government agencies, education groups and the business community. Enthusiastically, the committee developed more ideas than could be accomplished in just the first year. Utah looks forward to EntrepreneurshipWeek USA in 2008 with plenty of ideas and possibilities for celebrating the state’s entrepreneurial spirit!

**Julie Felshaw, Utah State Office of Education**  
[julie.felshaw@schools.utah.gov](mailto:julie.felshaw@schools.utah.gov)

**North Dakota:** On February 21, 2007, Governor John Hoeven signed a proclamation declaring February 24 - March 3, 2007 as Entrepreneurship Week North Dakota, supporting the importance of entrepreneurship education to our state.



On March 1, 2007, a meeting was held forming the Marketplace Advisory Council on Entrepreneurship Education. This Council was formed to facilitate seamless entrepreneurial education in our state. The expected outcome of this meeting was to create a picture of what entrepreneurship education looks like today in North Dakota, what it can be expected to look like in five years, and the gaps that need to be addressed.

Following the meeting, the Great Hall of the North Dakota State Capitol Building was reserved for a Showcase of North Dakota’s Entrepreneurship Education. This event showcased the excellent entrepreneurship education programs from across the State of North Dakota. Everyone, including all legislators, was invited to attend this event to learn more about these programs and the services they provide.

**Marilyn Kipp, Marketplace for Kids, [marketplace@btinet.net](mailto:marketplace@btinet.net)**

**Illinois.** Leaders brought together for the first time the Illinois State Board of Education, the Illinois Department of Economic Opportunity(DCEO), and the Small BusinessDevelopment Centers to create a statewide plan of action supporting EntrepreneurshipWeek USA.. The State Leadership Team created a shared vision of entrepreneurship education for the public, parents and students. Press releases and information packets were sent to all district superintendents and SBDC centers in the state, and events were posted on the Illinois Institute for Entrepreneurship Education website. We were proud to obtain proclamations of support from Governor Rod Blagojevich and the Mayor of Chicago.

**Ida Manning, Illinois Institute for Entrepreneurship Education** [idabinc@iiee.org](mailto:idabinc@iiee.org)

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## BONUS ACTIVITY

# HOW TO BE MEDIA STARS!

## *EntrepreNews & Views*

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**EntrepreneurshipWeek USA** was a wonderful vehicle for local, state and national visibility for entrepreneurship education in the schools. It gave each of us a chance to feature all of the unique and creative opportunities young people are having today to learn about their opportunities to become their own boss, to become self-reliant in supporting themselves now and in the future.

Because of all of the articles that were published or radio/tv announcements made, just think of the people who heard for the first time that we are teaching young people how to create their own businesses! Don't you wish we could count how many . . .

- **parents** we reached who want opportunities for their children,
- **business owners** that might be willing to be mentors to the teachers,
- **school board members and administrators** that might want similar programs in their schools,
- **teachers** that can learn how to include entrepreneurship in whatever they teach,
- **employers** that are looking for a workforce tuned to the constantly changing nature of our economy,
- or especially **students** that need to know their ideas have value in opportunities everywhere!

We wish we could count them all, but now let's keep on spreading the word by promoting the interesting aspects of the entrepreneurship programs in each local community. Here is an activity for your class to plan and implement their own media campaign.

### PROBLEM: What are the media opportunities in this community?

1. Divide the class into teams to address different types of local media opportunities. List the possibilities.
2. Assign each team to contact their media source to find out the following: (phone or email are probably the most practical methods of making the contact)
  - What types of stories they are looking for in various sections or time slots?
  - With whom they should establish a contact?
  - What are the requirements for submitting information and pictures etc.
  - What are the deadlines?

Each team should summarize what they learned and submit it to the instructor.

3. Provide class time for the students to create their media submission. Provide the teams with a check list of those items they should consider when developing the media submission.
4. Have the class critique the submissions prepared by each team. Be sure they understand the purpose is to share what each learned from their own media source. Use the check list in #3 to rate the work of each team.
5. Student teams submit the information to their chosen media and follow up to answer questions and encourage use of the material.
6. Discuss the advantages and disadvantages of working with each type of media. Make a class scrapbook of media results throughout the year. Encourage everyone to seek stories to promote the program and each other.
7. As a class, discuss the impact this media effort is making on the community and support for the program.

\*\*\*\* This bonus activity is designed to be clipped from the newsletter and used in the classroom.  
Feel free to share with others.

## IMAGINE how many people learned about Entrepreneurship Education for the first time during ENTREPRENEURSHIPWEEK USA !

Thanks to the Governors that issued special Proclamations supporting EntrepreneurshipWeek USA and entrepreneurship education

Alaska - Sara Palin  
Alabama - Bob Riley  
Connecticut - M Jodi Rell  
Delaware - Ruth Ann Minner  
Georgia - Sonny Perdue  
Idaho - C L "Butch" Otter  
Illinois - Rod R Blagojevich  
Indiana - Michael E Daniels Jr  
Kentucky - Ernie Fletcher

Kansas - Kathleen Sebelius  
Louisiana - Kathleen B Blanco  
Maine - John Baldacci  
Michigan - Jennifer Granholm  
Missouri - Matt Blunt  
North Dakota - John Hoeven  
Nebraska - Dave Heineman  
New Hampshire - John H Lynch  
North Carolina - Michael F Easley  
Ohio - Ted Strickland

Oklahoma - Brad Henry  
Pennsylvania House of Representatives  
Utah - Jon M Huntsman, Jr  
Virginia - Katherine K Hanley  
Vermont - James H Douglas  
Washington - Christine Gregoire  
Wisconsin - Jim Doyle  
West Virginia - Joe Manchin III

**Delaware** For the second year in a row Delaware ranks dead last in the Kauffman Index of Entrepreneurial Activity which measures entrepreneurial spirit. In other words, fewer businesses are started per 100,000 residents here than in other states. When I read this statistic, I realized how very important it was to highlight National Entrepreneurship Week Delaware Activities.

Our state team, comprised of government, corporate, nonprofit, civic, and educational representatives, is key in promoting entrepreneurship initiatives across the state. After initial planning meetings, a press event was planned to highlight the wide range of Delaware entrepreneurial resources and programs.

The President of the newly formed Hispanic Business Owners' Association and the Hon. Jack Markell, State Treasurer of Delaware, hosted our press event at Marion T. Academy for a standing room only audience of parents, community leaders, and 400 students. Students read Delaware Governor Ruth Ann Minner's proclamation declaring the Entrepreneurship Week Delaware. Programs being offered across the state not only during Entrepreneurship Week but also throughout the year were highlighted.

JPMorgan Chase presented a \$30,000 check to the Delaware Financial Literacy Institute to fund ***Chasing the Dream***, an entrepreneurship camp for at risk youth and a train the trainer program.

Ronni Cohen, DE Financial Literacy Institute



JPMorgan Chase presents check to fund "Chasing the Dream" Project.



Emily the Entrepreneur Story Winners, Springfield, MA



Horace Robertson Presents Award to US Congressman David Price - NC



Entrepreneurship Fair - McClintock Middle School - NC

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Join us in Charleston, SC  
November 2 - 6, 2007

“Explore Entrepreneurship  
Experience History  
Embrace the Charm”

<[www.entre-ed.org](http://www.entre-ed.org)>



## 25th Anniversary Entrepreneurship Education FORUM November 2 - 6, 2007 - Charleston, SC

- Check out the schedule for creative entrepreneurship education programs K-20 and adult . . .

<[www.entre-ed.org/\\_network/forum.htm](http://www.entre-ed.org/_network/forum.htm)>

- Teachers/instructors apply for a scholarship . . . deadline Sept 15
- Compete for a \$3000 Elevator Grant for innovative entrepreneurship programs.
- Picture yourself with over 300 educators, networking, sharing ideas, finding new resources and enjoying beautiful Charleston.

**APPLY BEFORE SEPTEMBER 15**  
to earn the special rate.

## COMING SOON from the CONSORTIUM

“FUTURE CEO STARS” is a newly developing magazine written by students for students. Member organizations are sharing the stories of their young stars to plant the seeds nationwide. The magazine is designed to focus the nation on the great outcomes of entrepreneurship education in our schools. Watch for the launch soon!

Partnership with CURRIKI. We have agreed to work with this Open Source educational website so that Entrepreneurship will be featured in this fast-growing worldwide source for curriculum and resources for the classroom. We will work with all members and teachers nationwide to build a huge database for our field. Watch for the official launch soon.